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ABSTRACT

The major part of this report is devoted to the substantive work of the 1975 annual conference of the International Broadcast Institute (IBI). Contents include a report of the formal sessions of the general members' meeting; a report by the executive director; reports by the working committees on communication in support of development, communications policy research and planning, recent legislation and current inquiries in the mass media field, and the concept of the right to communicate; reports of special working groups on communication and education and on cultural aspects of communications, particularly the mass media; reports of informal sessions on communication and law and on television archives an outline of the IBI Action Program 1975-1977; and appendixes containing the conference program; lists of participants; and outlines of the working committees, special working groups, and informal sessions. (JM)

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IBI INTERNATIONAL BROADCAST INSTITUTE

ANNUAL CONFERENCE 1975

Cologne (31 August–4 September)

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IBI ANNUAL CONFERENCE 1975

Following the kind invitation extended by Mr Klaus von Bismarck, Director-General of Westdeutscher Rundfunk, the Annual Meetings of Trustees and Members were held in Cologne, 31st August to 4th September, 1975.

The Conference was attended by some 160 Members and observers. The organisation of the meeting basically followed the same model as adopted for the Nicosia and Mexico Annual Conferences with a programme which admittedly was somewhat too heavy.

The Conference carried out its work through four Working Committees, two Special Working Groups, and a number of Informal Sessions. A special "Open Session" was arranged for the evening of 1st September and there were, moreover, a series of meetings held by the Nominating Committee, the Research Panel and various ad hoc groups.

This report is mainly intended for the Members of the Institute. A summary version of the work of the Conference is included in the October issue of InterMedia; a selection of the working papers and other documents will be made available in a separate publication.

The major part of this publication is devoted to the substantive work of the Conference, together with the framework of the IBI Action Programme 1975-77, as approved by the General Members' Meeting. Also included are reports of the Working Committees, Groups and Informal Sessions, as well as a report of the formal sessions of the General Members' Meeting and, in order to keep Members informed of the activities carried out since the 1974 Annual Conference, the report by the Executive Director.

GENERAL MEMBERS' MEETING 1975

FORMAL SESSIONS, 1st AND 4th SEPTEMBER

The General Members' Meeting was opened at 10.00 A.M. on 1st September, 1975, by Mr Jean d'Arcy, Acting Chairman of the Institute.

Addresses were given by Mr Egon Bahr, Federal Minister for Economic Co-operation, and by Mr Klaus von Bismarck who also, on behalf of Westdeutscher Rundfunk, extended a welcome to all participants.

Mr d'Arcy, as Acting Chairman, informed the Meeting of the messages received from the Chairman of the Institute. Due to the recent change of government leadership in Nigeria, Mr Kolade was unable to attend the Annual Meeting. In his message, Mr Kolade wished the meeting all success and expressed his unflagging support and readiness to work for the causes to which the Institute is committed.

1. Reports on activities since the Mexico Meeting

Mr d'Arcy referred Members to the report of the Executive Director, which had been distributed in advance to all participants (see page 51). This report included all major decisions made by the Executive Committee, the Research Panel and the Planning Group in the period since the last Annual Meeting in Mexico. The Meeting also received an oral report on the work of the Board of Trustees at its meeting on 31st August, 1975.

The following matters were given special attention by the meeting:

(a) The Treasurer, Mr Tom Hardiman, gave an account of the general financial situation of the Institute and stressed the need for urgent action in order to achieve a further diversification of financial support, both for the London Office and for projects of various kinds. He particularly stressed the need for full and determined co-operation by Trustees and Members to achieve the required increase in the number of Institutional Supporting Members; the immediate objective was to raise the number to 100 Institutional Members within the next six months and to continue contacts with foundations and other institutions.

The Board of Trustees had decided to study the possibilities of setting up a Trust Fund for the Institute, for which donations would be solicited in support of its activities.

(b) The Chairman stressed the importance of the tasks given to the Working Committees and Groups established for the Cologne Meeting. The Executive Committee had prepared a preliminary framework for the Action Programme for the period 1975-77 which to a large extent was based on previous decisions by the General Members' Meeting and on current long-range projects. The draft Action Programme would therefore depend on the proposals made by Members during the present meeting.

2. Accounts for 1974

(a) Approval of the Audited Accounts for 1974

The Report of the Auditors and the Balance Sheet for 1974 had been distributed to Members in advance of the meeting.

The General Members' Meeting decided to approve the Auditors' Report and the Balance Sheet for 1974.

(b) Resolution on the Liability of the Members of the Board of Trustees

Having approved the accounts and the Balance Sheet for 1974, the General Members' Meeting adopted a resolution absolving the Members of the Board of Trustees of their liability for the year 1974.

3. Election of Trustees

(a) At the first Plenary Session on 1st September, the General Members' Meeting, at the proposal of the Board of Trustees, decided to establish a Nominating Committee consisting of:

Mr von Bismarck, Chairman;
Messrs Errera, Jones, Menon, representing Trustees;
Messrs King, Lomelf, J. Maeda, Moore, representing Members
Mr Nolte ex officio (as Chairman of the Nominating Committee at last year's Annual Meeting)

(b) At the Plenary Session on 4th September, the Chairman of the Nominating Committee presented the report of the Committee to the General Members' Meeting.

(i) On the basis of past and present experience, the Nominating Committee recommended a regularised nomination procedure for future application. After discussion, the General Members' Meeting approved the proposed procedure.

(ii) At the proposal of the Nominating Committee, the General Meeting decided to recommend that the Board of Trustees should study whether it would be desirable to establish a principle of rotation limiting the number of consecutive terms a Trustee may serve.

(c) The Nominating Committee informed the General Members' Meeting of the procedures it had followed for the nomination of Trustees.

(i) The Committee had for consideration 34 nominees, nine of them incumbents available for re-election. The task was particularly difficult in view of the large number of able and qualified people.

(ii) The Committee decided with prior Trustee approval to increase the number of Trustees to the statutory limit of 39 from the present figure of 37, and to work towards a balance of the number of Trustees represented in each class (i.e. 1975-1977; 1976-1978; 1977-1979).

(iii) In arriving at its final list of nominees for recommendation to the Members, the Committee was guided overall by what in its collective judgment are the best interests of the IBI. All nominees were reviewed in complete frankness. In view of the large number of fully qualified candidates, decisions about the final list were necessarily based on a number of additional considerations including record of past interest and service, potential for future participation and service, geographical distribution, comparative rank, professional experience, and similar factors. The Committee acted on the principle long established that Members and Trustees of the IBI are such in their private capacities only and not as representing the outside governmental, professional or corporate bodies with which they are affiliated. All Committee recommendations are unanimous.

(d) At the proposal of the Nominating Committee, the General Members' Meeting decided to elect, with the approval of all those present, except for two abstentions, the candidates proposed.

Re-elected for the three-year period 1976-78 were:

Miguél Alemán	Mexico
Aldo A. Cocca	Argentina
Geoffrey Cox	UK
Luis Ezcurra	Spain
Leland L. Johnson	USA
John W. Kiermaier	USA
Sig Mickelson	USA
Ali M. Shummo	Sudan
Shinzo Takahashi	Japan

With regard to Mr Takahashi's re-election, the General Members' Meeting approved the proposal that should Mr Takahashi, during his term of office, have to resign, he would be succeeded by Mr Y. Kobayashi.

Elected as new Trustees, subject to confirmation, were:

For the period 1975-76:

Saad Labib	Director, Iraqi Radio and TV Training Institute, Baghdad; formerly: Director-General, Cairo Television
Christopher Nascimento	Hon. Minister of State, Office of the Prime Minister, Guyana

For the period 1976-78:

Guillermo Canedo	Vice Presidente, Relaciones Internacionales Televisa, S.A., Mexico; President, Organisación de la Television Iberoamericana, Mexico
William F. Coleman	Senior Economic Affairs Officer Economic Commission for Africa, Addis Ababa

T.S. Duckmanton	General Manager, Australian Broadcasting Commission, Sydney
Kichiro Ono	President, Nippon Hoso Kyokai, Tokyo

4. Nomination of Officers

Following the election of Trustees, the Board of Trustees met to consider the appointment of Officers according to the Articles of Association. The General Members' Meeting was then informed of the appointments made by the Board as follows:

Jean d'Arcy	Chairman
Mehra Masani	Vice Chairman
Richard Nolte	Vice Chairman

The Board also appointed:

Tom Hardiman	Treasurer
Gerald Long	Chairman of the Executive Committee
Asa Briggs	Chairman of the Research Panel
Klaus von Bismarck	Chairman of the Planning Group

5. Draft Action Programme

At the final Plenary Session on 4th September, the Reports and Recommendations of the Working Committees, Working Groups and Informal Sessions were presented to and discussed by the General Members' Meeting.

On the basis of the recommendations and discussion at the General Members' Meeting, a draft Action Programme has been drawn up and is included on page 35. Further action would be taken by the Research Panel, Planning Group, Executive Committee and the London Office. It was pointed out that action on the proposals would depend on available resources, both in terms of finances and staff.

Edward W. Ploman
Executive Director

Jean d'Arcy
Acting Chairman

ANNUAL CONFERENCE 1975

WORKING SESSIONS

The overall theme of the Conference was "The Global Context for the Formation of Domestic Communication Policy".

This concept of a global context was a major element in the opening address given by Mr Egon Bahr, Federal Minister for Economic Co-operation. Mr Bahr pointed to the rôle the media have played "in making us aware that, across national boundaries, we are all inhabitants of this small globe of ours. This awareness develops out of knowledge of world events. There emerges an ability to distinguish the important from the unimportant which in turn forms the basis of that sense of responsibility which the individual person and the individual state feel vis-à-vis the whole".

Mr Bahr paid particular attention to the rôle of the media in the development process and the possible contributions industrialised countries could make in this respect.

Mr Klaus von Bismarck, in greeting the participants, also stressed the growing responsibility of the communicators and media institutions. "If we want to be honest, then we must concede that the more aware we become of the global responsibility of the media, all the greater grows our consciousness of the difficulties in having to exercise this responsibility." Mr von Bismarck went on to mention three examples of typical future tasks within the framework of the conference theme: the need actively to employ radio and television to overcome global inequalities and differences, to foster environmental protection, and to contribute to détente between East and West.

This concern with the global context also formed the basis for the contributions given by the invited guest speakers at the Open Session on "One World: Emergency and Media Responsbility". Letitia Obeng, Senior Programme Officer at UNEP, Nairobi, concentrated on the rôle of the media in further promoting understanding of major environmental issues in a global perspective. Aurelio Peccei, Chairman of the Club of Rome, stressed the need for a new approach; a move from looking at problems to focussing instead on the "problématique", the generalised set of issues which underlies most, if not all, our current problems: the inadequacy of the institutional framework, the gap between technical development and intellectual understanding. Alva Myrdal under the title The Age of Unreason stressed the need for far-reaching changes in attitudes and values required in order to shift the priorities from spending limited resources - in money, brain power, raw material - on armaments to a determined attack on the major development problems.

The statements and the following discussion were recorded for later television transmission by WDR.

These contributions provided a background to the discussion of the more specific subject matters in the various working sessions organised at the meeting. As usual, the Working Committees and Groups had been requested to formulate in writing short reports including proposals for IBI action. These reports are set out in the following account; in order to make them easier to understand for those who did not participate in the Conference, they have been complemented by short introductions which attempt to place the subject matter in context particularly with regard to IBI activities in the various areas discussed. In some cases, material available at the Conference has been added and some editing undertaken to flesh out the often very concentrated writing.

WORKING COMMITTEE I. Communication in Support of Development

Chairman: Ali Shummo

Rapporteurs: Neville Clarke
Judith Acton

Introduction

Communication in support of development or DSC (development support communication) as it is referred to by practitioners in the field, has become a subject of major importance in the IBI Action Programme. The two regional meetings held in Ibadan, Nigeria (June 1974) and Georgetown, Guyana (December 1974) both concentrated on this matter. As noted in the working paper presented by Kit Nascimento to the Cologne meeting, there has been considerable follow-up, particularly to the Georgetown meeting, through the action taken by the Government of Guyana in co-operation with UNDP. Moreover, the report of the Georgetown seminar is now used as course material at the University of the West Indies; attention has been drawn to the concept of development support communication in speeches and articles by participants in the seminar; and preliminary interest in further national action has been expressed by the authorities in Jamaica and Trinidad.

Of the other contributions available to the Committee (which included the IBI Ibadan and Georgetown Reports), the working paper presented by Paul Boyd gives a thorough explanation of the concept of development support communication as developed and practiced by UNDP. Other papers by Ramanujam Balakrishnan and James Kangwana both question and provide information on various national activities and theories in the use of communication to support economic and social development.

Report

I. Terms of Reference

1. To discuss the implications of the use of communication in support of development and the more specific concepts implied in "development support communication" with particular reference to:

(a) implications for national communication policies;

(b) the institutional framework required;

(c) the implications of a comprehensive approach, including not only modern media, but also informal and traditional channels of communication and the interaction between the two;

(d) requirements for research, training, professional expertise, etc..

2. To formulate proposals for further IBI action, by itself or in co-operation with other organisations at the national and international level.

II. Description of Terms Used in this Report

Development

According to the concept of development used in the discussions the objective of the development process is the sustained improvement in the well-being of the individual and the amelioration in the quality of life and environment.

In this perspective, there is recognition of the need for maximum involvement and participation by all sections of the population in the development process. Development activities should be carried out with the people, not simply for them. This approach therefore emphasises the communication aspect as a vital part of the entire development process.

Communication

The transfer of information between individuals and groups of individuals by human or technical means.

Accordingly, this concept incorporates all possible systems of communication, including traditional, non-formal systems; included also is the concept of feed-back through not only a two-way but a multi-way flow of ideas and information between individuals and groups, as well as between them and institutions in society.

Development Support Communication (DSC)

The systematic use of communication in the planning and implementation of development.

This term refers to a specialised and complex discipline as it has been formulated and used within the United Nations system, particularly by such agencies as the UNDP, FAO and UNICEF. Some of the main aspects of this approach may be described as follows: DSC focuses on the development objectives and starts with both the "felt needs" at the community level and the "action needs" at the planning level. Planning for DSC begins with the identification of the innovations sought by the community and those aimed for in development projects; then determines how existing social, cultural, psychological, organisational and communication factors would help or hinder adoption of the new practices among the people concerned; then explores what combinations of communication channels exist which can be used for communication into and from the communities. Finally, locally tailored communication programmes are drawn up and implemented in phase with the actual development action.

Project Support Communication

The use of communications to support individual projects as well as sectional and provincial programmes within national development.

III. General Principles for Development Support Communication

The Committee agreed that the following general principles applied in all cases but recognised that there could be no single universally applicable model.

It noted that development support communication could often be integrated into existing communication structures and need not necessarily require radical changes in existing institutional communication frameworks.

The communication factor should be introduced into each development plan and should form an integral part of development projects and their budget from the drawing board stage.

The budgetary and structural arrangements for any development plan should include a provision for adequate behavioural and communication research at the planning, operational and post implementation stages.

Where non governmental agencies (Churches, Trade Unions, Co-operatives, Private Industry, etc.) are engaged in social action, their potential rôle as participants and agents in development support communication should be fully taken into account and be harmonised as much as possible with each other and with similar government programmes.

Existing channels of communication for specific projects should be fully surveyed, used and co-ordinated before consideration is given to the establishment of new permanent or temporary channels.

There should always be comprehensive arrangements for research, feed-back and discussion: also there should be arrangements for changes in project planning and implementation in the light of the information obtained. There should be co-ordinated efforts to prevent the transmission of confusing communication and contradictory messages over the systems being used by development agencies for the transfer of information.

(For example, several projects in one province may all have active, separate communication programmes but the ensemble of "messages" may contain such fundamental contradictions that the communities involved could not take the recommended actions: the messages for health, irrigation and forestry programmes with regard to the use of water may all be different such as: establish fish ponds; get rid of stagnant water; establish water canals; establish check dams.)

Adequate measures should be taken to ensure that policy makers, planners, and civil servants, extension workers and all other involved in development projects are aware of the principles underlying development support communication.

Communication support should provide for two-way and multi-way flows of communication at every stage, on the one hand between Government (and development agencies involved) and the communities and individuals affected, and on the other hand between the different Government departments and agencies involved in the development effort.

IV. Issues for Further Discussion

It was agreed that the issues raised by the Committee's terms of reference could not all be resolved in isolation from the topics to be considered by the other Working Committees. Development support communication by definition must involve

questions of communication policy, planning, legislation and research as well as cultural and educational considerations and the balance between the rights of the individual and the duties and obligations of governments.

In the course of a wide-ranging discussion, a number of issues were identified. These are presented here in question form since, although in many cases solutions were suggested, the Committee did not attempt to find a consensus but rather to pinpoint those areas which presented particular difficulties.

1. What mechanisms are needed to ensure maximum international and inter-regional exchange of national experience in development support communications planning and action?

2. What are the implications of international communication policies regulations and practices on the application of development support communication in developing countries?

3. How may neighbouring countries harmonise their development support communication actions that have regional implications? (e.g. use of satellite ETV systems, establishment of major development support communication training or production facilities, etc.)

NOTE:

The complex subject matters referred to in the next set of questions were in a more general perspective the object of discussion in Working Committee IV on "The Right to Communicate" (see page 20).

4. For some participants development support communication which implied methodical use and control of communications by Government, posed problems with regard to those rights of citizens which have been expressed in such terms as "a right to know"; "a right to information"; "a right to communicate"; how could a balance be established?

5. If such "rights" are to be defined so as to provide for specific conditions in view of the requirements of development in developing countries, can or should the external communication policies of developed countries be adapted to serve the interests of development, and, if so, how can this best be done?

6. If the "use" of communications by governments is accepted as legitimate in the national interest, what safeguards can be provided to prevent manipulation or misuse of this resource?

V. Questions for Further Research

The Committee suggested that the following questions should be considered by the IBI's Research Panel for further study.

1. What are the possible limitations on, or enhancement of, the effectiveness of development support communication caused by the availability of a plethora of information and entertainment through the mass media?

2. What are the possible limitations on, or enhancement of, the effectiveness of development support communications caused by the overspill of messages intended for a different area?

3. What are the relative effectiveness and importance of interpersonal communications and mass media in development support and how can they be combined effectively to complement each other?

4. What are the most workable ways of getting the audience to tell the media what they (the audience) need, understand, etc., in terms of development support communication in order to aid in the planning of development support communication?

VI. Proposals for Action

1. The IBI should encourage and offer advice on the inclusion of training in development support communication in the courses provided by national and international agencies and foundations involved in communication training. At the same time it should survey communication training centres in developing countries to determine the relevance of training to development needs and to the concept and practice of development support communication. It should also undertake a comparative inventory of existing training facilities, curricula and materials and initiate a system of exchange of information and materials.

2. The IBI should encourage further experiments in new broadcasting techniques in appropriate geographical areas in order to obtain more evidence regarding the value of "access" and "participation" in development support.

3. The IBI in co-operation with the University of the West Indies and other agencies should arrange a seminar/workshop for development planners and other government officials from developing countries on the utility of development support communication as part of development planning. It is suggested that consideration be given to holding this seminar in an Asian country.

4. The IBI should prepare case histories and analyses of at leat two development support communication projects in one field (such as rural development) in different countries or in different parts in a country.

WORKING COMMITTEE I. APPENDIX

Case Studies of Development Support Communication Projects

1. The main object of the case histories and analyses should be to provide practitioners with information concerning the experience of others. If possible, the analyses should also seek to establish whether there are any universally applicable conclusions to be drawn.

2. The case histories should place particular emphasis on the following:

   (a) the bases on which specific media were chosen for the tasks at hand;

   (b) the degree of localisation of messages;

   (c) how the actual needs of the intended audiences were determined by the planners and communicators;

   (d) the relative success of specific projects within the development support communication plan in terms of achievement of goals and the appropriateness of specific media in achieving those goals;

   (e) the relative cost effectiveness of the projects;

   (f) the amount of development training given to communicators involved and vice versa;

   (g) response of various types of audience to the different media used;

   (h) the main factors inhibiting or contributing to the success of the project.

NOTE: If possible the cases selected should include one where the communication support was integrated into development planning at an early stage, one where it was superimposed at a late stage.

WORKING COMMITTEE II. Communications Policy Research and Planning

Chairman: Ithiel de Sola Pool

Rapporteur: Holde Lhoest

Introduction

Communications policy is a major area of IBI concern and activity. This subject matter has figured prominently at IBI Annual Meetings and has been an integral part of work in such fields as development support communication (see Ibadan and Georgetown seminars, Working Committee I.), studies of implications of new technology, communications and law, right to communicate, etc..

Consequently, IBI has also shown a growing interest in communications policy research. In co-operation with the MIT Research Program on Communications Policy under the direction of Ithiel de Sola Pool and the British Post Office, an informal discussion seminar was arranged in London last year; this will be followed by a major event in France in December 1975 to be organised in co-operation with the Délégation Générale à l'Information, the Ecole Supérieure des Télécommunications and the Haut Conseil de l'Audio-Visuel.

The written contributions to the work of the Committee deal with various perspectives on communications policy research based on work and experiences in Venezuela, the USA, Japan and Iran. In a further discussion paper, views were presented on the co-ordination of education and communication development. This paper was also discussed in the Special Working Group B on educational aspects on educational aspects of communication (see page 27).

Report

1. The written contributions were presented by their authors, and there was full discussion of them.

The Committee noted in particular the exceptional interest of the research undertaken under the auspices of NIRT/Iran, and the challenging exploitation of the new technologies for new services in Japan.

2. In the general discussion, the Committee recognised that communications policy research has perforce to take account of the realities of overall national (and international) political decisions, as well as of economic and technical limitations.

Within these parameters the Committee felt that communications policy and associated research might validly be represented in the following terms:

(a) Communications policy involves more than communications regulation.

- Within the general context of available technology, existing institutions and programme intentions, decision making involves aims and means, planning implementation, possible pilot exercises, promotion and effectiveness evaluation.

- Communications policies can be of three types:

  (i) The first derives from an "a priori" definition of aims and means - or what might be described as "enlightened autocratic decision making".

  (ii) The second is pragmatic; it entails experiment with frequent evaluation and revision in the light of response.

  (iii) The third interprets previous practice.

In every case distinction must be made between global and sectoral policies; whether ambitions must be limited and whether these two aspects might be complementary.

(b) Communications policy research must go beyond the techniques of communication.

- It must embrace legal, political and administrative factors. It must take into account economic and management analysis including, in particular, cost/benefit evaluation.

  Proper application of social sciences is naturally essential in order to ascertain needs and to measure response.

- The relationship between policy research and policy decision is frequently unsatisfactory. The rôle of the researcher is to provide relevant information required for decision making. To be more effective he may present this information by offering alternative models for policy making.

  Since policy making is fundamentally affected by political constraints, there will always be a gap between research recommendations and final decisions, but research can contribute significantly to these.

3. Research Proposals

The Committee reviewed some thirty-five suggested research topics from among which it sought to select a limited number of the highest priority as well as feasible and appropriate for IBI research.

The Committee believed it to be important that IBI should conduct research dealing with programme content issues to which producers also attach importance, but was not able to formulate a specific recommendation.

It urges the Research Panel to seek opportunities for such content-orientated research and to involve production people in the work.

The Committee endorses the view of the Education Special Working Group that educational broadcasting constitutes an important area for IBI research.

The Committee also urges the Research Panel to continue to seek funding for the study on "the international flow of programmes". Here also broadcasters should be involved, so that not only would statistics be probed, but also the market considerations governing sale and purchase.

The Committee finally submits the following three projects for priority consideration for IBI's Action Programme:

(a) The series of case studies of the formation of communications policy should be extended and there should be up-dating. Particular attention should be paid to policy in relation to development but studies of advanced industrial countries should not be neglected.

The IBI should also undertake the monitoring of policy research experience in various countries and disseminate interpretive evaluations of this varied experience with policy planning and research. Reports on matters such as NIRT's long-range planning project or the US Office of Telecommunications Policy would be useful.

(b) In relation to future international frequency-allocation conferences, the IBI could play the same useful rôle as it earlier played in clarifying the direct broadcast satellite issue. The 1977 ITU Conference and the WARC in 1979 will affect important issues like the feasibility of low-cost ground stations in developing countries or the availability of spectrum for new services in countries moving from restricted broadcast services to multi-channel cable systems. The first task is to explain to both government officials and the general public the complex issue which these conferences will deal with.

(c) A useful study could be made of the range of technical advice about communications hardware being given to developing countries - and the question of whether intermediate technology is being drawn to their attention. It would be useful to know whether independent objective information is available on such matters as satellite facilities at one extreme and simple electronic equipment on the other.

WORKING COMMITTEE III. Recent Legislation and Current Inquiries in the Mass Media Field

Chair: Mehra Masani

Rapporteur: Anthony Smith

Introduction

In a number of countries major changes in mass media structures have taken place during the last years and further changes may be expected as a result of the inquiries now under way in a great number of cases. IBI follows these developments with great attention. They are regularly reported in InterMedia; they form an important aspect of the studies on broadcast structures undertaken by the IBI itself and those commissioned by the Annan Committee; they also have great importance for work in such areas as communications policies and the legal aspects of communications.

The Committee based its discussions on a number of presentations, both oral and written, on the situation in various countries.

1. Report

The Committee was asked to study and compare the recent re-structuring which had taken place in the broadcasting systems of France, Austria, and the large-scale reviews of national media systems under way in Britain, Finland, Germany, Iran and Sweden, with a view to gaining an insight into the organisational and conceptual issues involved in planning the reorganisation of existing systems. Certain of the recent attempts at reconstruction had resulted from specific political causes or institutional crises (as in Austria and France respectively), while others were examples of regular historical reviews (Britain) or resulted from the felt need to make fine and impartial judgments about the appropriate ways to deal with new technological potential (Germany, Iran). The United States presented a total contrast in its reviewing procedures from all the other countries considered, in that the task of re-examination is there left to the same body (the FCC) which has the responsibility of relicensing franchise-holders and regulating the system.

2. Background to the Reviews

Each of the new pieces of legislation or inquiries examined had arisen for reasons peculiar to the country concerned. In small countries, such as Finland, for instance, there had arisen, in the context of proliferating new media, the need to establish a comprehensive national communication policy, which would decide the ministerial superstructure, the economic and legal basis, and the extent of communication facilities required by the society. In the context of developing countries such as Iran, however, the need was to absorb and learn from existing international knowledge and discover what specific rôles the electronic media would play in the socio-cultural and politico-economic evolution of the country. In Austria, an urgent change was required, to bring broadcasting within newly laid down political objectives.

In Britain, however, the current inquiry resulted from a continuing tradition rather than any sudden ruction in the system: there the independence of the two

broadcasting institutions could be guaranteed in the long term only if opportunities were provided once every decade or so for the broadcasting prerogative to be reassessed, the stewardship of the major institutions held up for public review, before the mandates of the broadcasting organisations are extended or altered by Parliament. A similar system operates in Sweden.

However, Sweden and France are also examples of countries where a series of reviews (internal and external to the broadcasting organisations) had been held in recent years with several reconstructions resulting. In France, the new system had evolved in stages towards the structure adopted in the context of the institutional change of 1974. The new model, based on decentralisation, competition within a monopoly and the dissolution of the ORTF, had in fact been gradually evolving, although it appeared as the decision of a new President. In addition there have been many broadcasting organications which have instituted their own reviews (as in Sweden).

3. Periodic Review versus Permanent Study

There are problems involved in the too-frequent re-examination of a continuing system: a new organisation can be examined too early in its life for its own good; the business of programme-making is a long term one and it can take many years for the cultural results of a new institutional initiative to be perceptible; where the same personnel were left to work within a new system (which they had not necessarily invited upon themselves) it can take some years for the whole cycle of re-structuring to result in new programme genres, styles and functions. Above all, it was extremely difficult to anticipate the impact of a new structure on programmes in any system; the outcome of recommendations ultimately adopted by Government may prove to be at variance with the results sought.

In recent times, with the arrival of one new medium and cultural agency after another and the realisation that all are interdependent, an argument has arisen for setting up permanent national institutes to consider all matters concerning communication, including continuing research. However, the permanent institute can provide its own pitfalls; an institute acquires its own status and traditions which can work against the very freshness and detachment which were its primary raison d'être; in some countries it can also absorb a high proportion of the total expertise available in the communication field. Two preconditions are necessary in reviews of systems, whether permanent, recurrent or simply crisis-orientated: there must be a body of continuing research and knowledge on which they can draw and there must be a mandate which enables them to work from the starting-point of overall social needs and priorities.

4. The Scope of Inquiries

For the results of a review of a system to be valuable, what formulation of its overall scope should be provided? Communication is more than a service within a society; it is one defining characteristic of human society itself and it is possible, in trying to produce a mandate that truly embraces all the relevant intellectual parameters, to set the review body a task overlapping that of government itself. It is also very easy to provide a task so narrowly defined as to foreclose on important technical opportunities. However, it is possible, in the light of the experience of some of the present inquiries, to state certain criteria by which the conduct of media systems may be judged and to draw from this an idea of the minimum scope of an inquiry.

It is important to discover how the existing system responds to change within society, whether it stabilises or encourages innovation, for example in political or cultural affairs. Secondly it is necessary to see how the existing institutions had themselves developed as a result of previous inquiry or investigation and parallel to this, whether new technologies or possibilities had developed in the period under review which could be better suited to the innovative or stabilising requirements of the particular society. Thirdly, it is important to be able to review the relationships developed between the existing system and the national government, important established interest groups and other oppositional interest groups, with a view to seeing whether the existing media system affords society at large the chance to become better aligned with the opportunities provided by its own politics and culture.

This kind of consideration, which can perhaps be defined as an endeavour to make concrete the image of the society built into the existing media set up, needs to precede the more specific goals of determining technical provision. In developing countries communication policies need to be drawn up with reference to the goals of political development. The planning of communications is often a very small part of the total planning process and in the absence of long-term policies communication planning is haphazard and at times wasteful. Thus communication facilities may be provided for which there is no urgent need while ignoring those which would be more appropriate to the prevailing economic and social conditions. A firm conceptual framework can even help to protect a developing society against over-zealous providers of technical hardware. The existence of a national communication policy as the background to a review can itself help to narrow the rest of the remit, and make the task more practical. Broadcasting itself includes two very different strands, radio and television - to go beyond broadcasting and review the theatre, cinema, and newspaper industries (all of which are relevant to any investigation of institutional change in broadcasting and to decisions about satellite and cable development) can render the task very difficult. It seems desirable to confine the work of inquiries in the communication field within limitations which facilitate a fruitful outcome, but which do not overlook other media. Different practices in this connection are striking; in Britain the Annan Committee has a remit which is limited to broadcasting up to 1980; in Germany, a committee is examining the telecommunications field, with conventional broadcasting a relatively marginal aspect of its work.

However, there is a dire need for the normal work of broadcasting and moderate internal management change to continue while large-scale national reviewing is carried out. Very often, the broadcasting economy if "frozen" while the reviewers are at work; capital investment is held up; long-term programming plans are held back. In media which require, for technical and policical reasons, frequent re-examination of their institutional roots, room must be found for normal growth and development to continue.

5. Composition of the Review Body and Problems of Access to it

The interests of eight separate groupings, present in almost all societies, have necessarily to be brought into any investigation of broadcasting provision and relevant legislative frameworks: there are the politicians themselves; the general academic critics and social philosophers; the existing organisations; technical and economic experts; other media interests rival to those under investigation (i.e. cinema, theatre, press); the workers within the industry; established national pressure groups of various kinds (from consumer interest groups to trade unions); the consumers themselves. Nearly all of these have some inescapable claim to be represented in the membership of any public inquiry, or at least to have easy access to its members and preferably to their evidence or

to the civil servants who may be preparing a national plan behind "closed doors". The recent experience of several countries, including especially Austria, has emphasised the extreme importance of the representation of the broadcasting professions themselves within the inquiry. Some members of the Committee, however, consider that detailed consultation with such representatives should suffice. However, the most important group and the most difficult to deal with are the users themselves.

To identify the users, to decide upon an organised manifestation of the mass audience which is at once separable from all the other groups and yet not totally amorphous is perhaps not possible. In the United Kingdom the Annan Committee has received 6,000 letters from viewers (as well as 650 documents from individuals and interested groups) and found itself faced with a task of analysis which still left it feeling that the viewer had perhaps not been adequately consulted. The experience of Germany was that the viewer was an elusive creature; as he organised himself and became articulate, he become something different. The only viable solution to this problem is to create mechanisms which endeavour in the long run to provide means of communication between the users and the broadcasters and to evolve an overall image of the audience at large which is meaningful to the broadcasters, the institutions and the politicians. A Broadcasting Council representative of viewers as such tends to be ignored if it is merely consultative, or to impede the necessary independence of the broadcasters if it is given any kind of executive rôle; what is required is a body which has powers to recommend but not to interfere. In the last analysis it is the politicians who have to act in the name of the viewers in any case; the review body requires a flow of data from the viewer which is untainted by organised lobbies and yet is more than the mere statistic of an audience counting body.

6. Problems of Research

One of the first requirements is for any review body to have available adequate resources for research and adequate specialist advice (including that from other countries). Some argue also the need for a means of commissioning and assessing pilot and experimental work in the newly developing media. There must also be an adequate method for sifting the enormous quantities of material which are provided by outside lobbies and the bodies of relevant experts. Digests of material are vital, to prevent individual members of a committee becoming bogged down in the material, but the process of sifting tends to take place on the basis of a pre-existing framework which can itself provide an unintended bias. There needs to be some permanent body collecting research material and digesting it. The processes of special review-orientated research often do not even begin until the new review is publicly announced. Reviews therefore require a long lead-in period during which time both lobbies and experts may begin to prepare their material. This lead-in could be as long as four years.

7. The Study of Communications

Communications, as the broadest possible subject (embracing many others) suffers badly from the tendency of many thinkers to prefer a narrow field, where depth is more easily achieved. Telecommunications, a rapidly developing specialism, continues to escape the attention of that important group among intellectuals who try to make the essential broad judgments which help to crystallise our ideas about human society.

There needs to develop an intermediate public of interested intellectuals between the technical telecommunication experts and the broad public, who will help to make this whole area of consideration less remote than it has been in recent decades. Perhaps it is in the establishment of telecommunications as a meaningful topic of general discourse that there lies a resolution of some of the problems of national review.

8. Research Proposals

Recognising the major rôle which broadcasting plays in society and the life of the individual, it is important that current and future inquiries into broadcasting have the full benefit of previous review experience. To this end it is recommended that the IBI undertake several research activities focussing on the following questions:

(a) What major studies or inquiries have been conducted in the past, what were their findings, and how were they structured? (a largely bibliographical project)

(b) What were the major problems that were encountered in undertaking the studies (access to information and individuals, digestion of information, funding, relationship with existing broadcast entities or governmental organisations, etc.). What were the events which led to the formation of the inquiries?

(c) What were the results of the studies -- did they lead to significant implementation or not? And why? How were the recommendations put into effect and in what time span?

(d) What major national changes have taken place without previous public inquiry?

(e) What key decision points or activities have been common to the major reviews and what special methods of review have been found most effective?

WORKING COMMITTEE IV. "The Right to Communicate"

Chairman: Gerald Long

Rapporteur: Bert Cowlan

Introduction

The Right to Communicate is not only a complex and difficult subject matter; this concept is also very recent and still in a formative stage.

A number of IBI Trustees and Members, in particular Jean d'Arcy and Stan Harms, have taken a great interest in work on defining this new concept; it was taken up for discussion at the Mexico meeting when it was decided to include this subject matter in the IBI Action Programme.

The right to communicate was discussed at the 1974 UNESCO General Conference; further work has been carried out by interested Trustees and Members in conjunction with such organisations as AMIC, UNESCO and others.

In view of the specific difficulties due to the novelty and complexity of this concept there will, as a background to the report of the Working Committee, be included certain elements of the documentation on which the Committee based its discussions.

I. Background

1. In the discussion at the 1974 Mexico meeting, it was emphasised that a comprehensive "Right to Communicate" has yet to be conceptualised. Many new questions seem to extend beyond the concepts comprised in the famous Article 19 of the Universal Declaration of Human Rights, particularly in view of the new communication technologies. To develop the possibilities of the "communication era", a body of study and research appeared necessary to achieve a multi-cultural approach to the broad outlines of a Right to Communicate.

2. In its report, the Working Committee specifically draws attention to the paper prepared by the Executive Director as a base for further work.

This paper was intended to serve as background information by setting out the present international legal framework for issues of relevance to work on a "Right to Communicate"; some of the major points relevant to the discussions are noted below.

It was noted that, for a number of years, the discussions, at the international level, of such concepts as "freedom of information", "free flow of information" and related concepts have proved to be inconclusive.

Among the specific reasons that have been advanced for the traditional approach having been proven inadequate may be mentioned: the concepts are often based on a particular level of technology: they often concern the protection of particular interest groups: they have developed within the value and legal system of one culture only.

It seems particularly important to note that a number of difficulties in this field relate directly to the differences in approach and concepts embedded in the various legal traditions. These differences need more clarification and articulation since they are often taken to be of a political nature when, in fact, they depend on different legal attitudes. Even within the Western legal tradition, there are obvious differences between the Roman-law based and the Common Law based approach which in turn vary from the Nordic Law based attitudes. As could be expected, the differences in basic concepts become even more pronounced in comparing these legal systems with others such as Islamic, Hindu or Chinese Law.

The present international legal framework does not provide for a comprehensive "communications" or "information" law. Instead, there are a number of areas of legislation covered by agreements and conventions which have been formulated and adopted separately without reference to other, related areas. It is therefore inevitable that there are not only differences but, also, contradictions in currently applicable international law.

The major areas concerned are:

- telecommunications law as contained in the International Telecommunications Convention and the Radio Regulations;

- cultural law, a still vague but emerging field of law, expressed in the UNESCO Declaration on Cultural Co-operation, the resolutions adopted by the Inter-Governmental Conferences on Cultural Policy;

- space law; apart from the Outer Space Treaty of 1967, the most important elements for this context are to be found in a number of UN General Assembly resolutions and the current work on principles for satellite broadcasting;

- intellectual property law, particularly with regard to copyright and neighbouring rights; to the classical conventions (Berne, Universal Copyright and Rome Conventions) should now be added the Convention on the protection of phonograms and the recent Brussels Convention on protection of television signals transmitted via satellites.

- "information law" in a more specific sense, as regards provisions both for "free flow of information" formulated under the aegis of UNESCO (Florence and Beirut agreements, etc.) and for "freedom of information" as dealt with by the United Nations and expressed in such international instruments as the Universal Declaration of Human Rights (1948), International Convention on the Elimination of All Forms of Racial Discrimination (1965), the International Covenants on Economic, Social and Cultural Rights and on Civil and Political Rights (both of 1966), etc..

It was also pointed out in this paper that if the international instruments in all the areas mentioned above were seen as a sequence in time, some interesting trends were revealed:

- the underlying premise in the International Telecommunication Convention (original version 1865) is one of separate, totally independent states which agree to co-operate in certain specifically defined areas;

- after the Second World War, the individual human being acquires a position in public international law (UN Charter, Universal Declaration of Human Rights, etc.);

- the model for later instruments which embody modern concepts of international law is the Outer Space Treaty of 1967: there is a new recognition of the inter-dependence of states and the introduction of a new concept, i.e. mankind, which goes beyond the traditional categories in international law, such as the nation-state concept;

- the wide ratification of such instruments as the International Convention on the Elimination of All Forms of Racial Discrimination (1965) seems to imply the acceptance by states of new, positive obligations in the name of common moral principles.

II. Report of the Committee

1. The Committee agreed that it would not attempt to formulate a policy for the Institute on the right to communicate. Rather, it would try to establish through a working description of that right how much common ground there was among members of the Institute from countries of different social organisation. The Committee noted that the right to communicate vested in the individual was sometimes contrasted with that right vested in the community. The Committee found there need be no important conflict between the two concepts since the right to communicate was a right of the individual in society, except that in countries holding the view that rights vested in the community were exercised through governments as the repository of those rights. In such a view the right of individuals to communicate may be exercised only to the extent that it does not conflict with the established social and political order.

2. Members present agreed that their readiness to attempt a description of the rights to communicate did not detract in any way from the validity and applicability of existing internationally accepted affirmations of freedom of information and expression and opinion contained in international instruments. Members of the Committee as individuals reaffirmed their belief in the principles contained in such affirmations and particularly in paragraphs one and two of Article 19 of the International Covenant on Civil and Political Rights (1966) which read:

> Everyone shall have the right to hold opinions without interference.
>
> Everyone shall have the right to freedom of expression; this right shall include freedom to seek, receive and impart information and ideas of all kinds, regardless of frontiers, either orally, in writing or in print, in the form of art, or through any other media of his choice.

3. The Committee agreed that the main purpose of a new description was to facilitate discussion and study among countries of differing social organisation of the use of communications resources of the new technology. (Note was taken of the paper prepared by Mr E. Ploman as an excellent base to build upon.)

The description adopted by the Committee was:

> Everyone has the right to communicate.
> It is a basic human need and is the foundation of all social organisation.
> It belongs to individuals and communities, between and among each other.
> This right has been long recognised internationally and the exercise of it needs constantly to evolve and expand. Taking account of changes in society

and developments in technology, adequate resources - human, economic and technological - should be made available to all mankind for fulfilment of the need for interactive participatory communication and implementation of that right.

4. The Committee agreed to recommend to the General Members' Meeting that the Institute in its continuing study of the right to communicate should undertake a study of communications needs of the individual and of communities taking account of work in progress elsewhere.

The Committee also recommend that the Institute should consider making a study of the application of the various forms of the right to communicate in countries where they have a long history of acceptance.

The Committee recognise a potential for conflict between two of the propositions which the IBI has repeatedly embraced. One deals with the right to communicate. The other deals with our respect for the desire of some nations to broaden all forms of expression of the integrity of their own cultures, using media. These nations fear that elements implicit in the right to communicate tend to overwhelm their own efforts at self-expression. It is suggested we study these problems and try to propose solutions to this dilemma.

SPECIAL WORKING GROUP A. Cultural Aspects of Communications, in particular Mass Media

Chair: Anne Saldich

Rapporteur: Göran Dahlin

Introduction

For some time, concerned Trustees and Members have requested that the cultural aspects of communications should be given greater attention and be integrated in the IBI Action Programme. This interest has concerned cultural aspects both in a more specific sense, as in the presentation of traditional cultural expression in the media, and in a wider sense which concerns such issues as the relationship between communications policy and cultural policy.

In 1974, the Institute arranged a special meeting on this subject with the Directors of the Arts Centres in Bombay, Jakarta and Manila. A number of proposals were made which, however, for reasons of finance could not be acted upon at that stage. Following discussions with interested Trustees and Members, inter alia in connection with the Georgetown seminar, certain plans had been made for a workshop in connection with the Pan African Festival planned to take place in the autumn of 1975 but which has since been postponed.

Report

The Group was asked to discuss:

- the integration of the wider cultural aspects in communication policy and planning; the relationship between communications policy and cultural policy;
- the integration of the cultural aspects in IBI activities;
- proposals for specific projects to be undertaken.

Due to the fact that there were no special studies which could serve as a basis for the deliberations, the discussion was free and wide-ranging. The following salient points were, however, distinguished:

1. The inter-relation of communication and culture is an intricate and complex problem. Large international organisations have been unable to solve the problem at an operative level. Nation-states generally are not yet in a position to elaborate the inter-connections between communication policies and cultural policies. The Group stressed, on the one hand, the importance of considering mass communication in a broader cultural context and, on the other, the importance of emphasising the communication aspects of cultural development.

2. The Group stressed the difficulties of achieving a true understanding between different cultures. As an example was mentioned the problems arising from an attitude of "developed" countries having "re-discovered" the old cultures in Third World countries and the attendant lack of sensitive perception when they were presented in the media.

3. As pointed out also in other contexts such as the above-mentioned IBI meeting, the media have a quantitatively as well as qualitatively specific impact in societies which traditionally provided an integrated context for culture in the wider sense as well as for the arts and depended on inter-personal contacts.

The introduction of new media such as broadcasting into a traditional culture environment might also cause technological and economic dependence. One possible way of reducing this dependence in a specific area might be the substitution of programme exchange between broadcasting organisations for the current practice of buying and selling programmes.

4. In the opinion of the Group, more coherent attempts should be made to integrate wider cultural aspects into communications policy discussions; there was felt to be a need to integrate and inter-relate the thinking in different sectors of a society.

It should also be realised that communications has its own limitations, biologically and otherwise. These should be carefully considered in terms of socio-cultural structures and systems; oversized structures and mechanisms carry their own counterproductive elements and would not be able to cope with the global problems now facing all societies.

5. The Group felt that the IBI should take the following action:

(a) commission an individual, or a team, to survey the IBI's past activity in order to clarify the already existing links between activities undertaken by the Institute and the issues of cultural development and mutual understanding between different cultures;

(b) prepare a plan of action for the next Annual Meeting on the basis of

(i) the afore-mentioned study;

(ii) the long-term objectives of the IBI.

6. Specifically the Group proposes that:

(a) a survey be made of the internal policies in countries trying to achieve a national identity out of cultural diversity.
In connection with this the IBI might promote an "international workshop" on the presentation of traditional cultural expression in the media.

(b) an examination be made in a series of countries on the problem of establishing internal cohesion in view of the often conflicting messages given by the change agency systems, the educational systems and the mass media and the possibly ensuing effects.

(c) a comparative pilot study be run on the interpretation in different cultures of both explicit messages and the implicit codes of the most widely distributed imported popular television programmes.

(d) a survey in depth be made of the problems of non-commercial programme exchanges around the world. This survey should examine various difficulties such as performing and copyright law; trade union regulations; preparation of foreign language versions, listing programme sources, etc..

This might lead to an international meeting, organised by IBI, to explore this problem in greater depth.

SPECIAL WORKING GROUP B. Communication and Education

Chairman: Tomo Martelanc

Rapporteur: Frank W. Norwood

Introduction

In view of the activities in the educational field carried out by various institutions at the national, regional and international level, IBI has so far in its programme not singled out educational aspects of communications as a specific subject area, but rather integrated them into other activities. Education and training have been a major factor in the consideration of development support communication and are specifically mentioned as an imported aspect for study in the "Communications Flow Project". Subjects related to education are regularly reported in InterMedia which also has paid special attention to such subject matters as "visual literacy". Following the discussion at the Mexico Annual Conference of the educational and cultural aspects of technological change in communications, Trustees and Members had requested more focus directly on the educational aspects.

Report

1. The tasks assigned to this Special Working Group were:

- to explore and discuss the issues involved in the relationship between communications and education;

- to identify areas in which further work is needed; and

- to make proposals for possible IBI activities in this field.

Initial discussions by the Group covered a wide range of significant issues, including whether attention should be limited to school programmes; whether the need for training should be included; whether the educational value of "entertainment" programmes should be explored, etc.. The work of the Group proceeded progressively to narrow the broad range of possible considerations to a limited list of those which appear to be most pressing with regard to importance and relevance.

A working paper had been prepared by Mr Postgate, who in an oral presentation, focussed attention on these principal ideas: that education and communications each operate within separate and distinctive contexts and that these contexts are, themselves, in a period of dynamic change; that the education-communications problems which must be faced need to be dealt with in a realistic manner which takes cognizance of these forces; and that useful generalisations are rare because each individual case requires study by those with expertise in each domain. History indicates that new communications technologies should not be adopted by education merely because they are there.

A broad and healthy diversity of opinion within the Group exhibited the strength of essential agreement upon the importance of the field. Lively discussion helped to bring into sharper focus the principal areas of interest and to define a series

of recommendations which the Group agreed to put forward to the Members and Trustees of IBI. In all cases, the deliberations of the Group and its recommendations acknowledge the significant interest of others - within IBI and in other agencies - in this area and assume review of permanent research and co-ordination with other parties concerned as preconditions for new IBI initiatives.

2. The competence of IBI was stressed particularly with regard to one area, i.e. the pressing and continuing need for education for communication in the broad sense of that term.

On the one hand, there is need for more effective communications personnel, teachers and field workers sensitive to and skilled in the use of communications, and, as educational communicators, able to be effective in both worlds. On the other hand, there is a need for communication recipients to become more knowledgeable and sophisticated about the media and their messages. These needs were attested to from first hand experience by several of the participants. Mindful that IBI must be concerned with all aspects of the improvement and consumption of, and access to, communications facilities and skills, the members of Special Working Group B submit Recommendation I (below).

Special Working Group B also gave attention to the need for promoting co-ordinated planning for education and communications in developed as well as in developing countries. The changing nature of both education and communications makes more necessary than ever that specialists in each field be aware of the dynamic nature of the other field. Broadcasters can no longer assume that headmasters, university chancellors or even ministers of education command the whole of the educational domain. Neither can educators look only to conventional radio and television broadcasting, ignorant of the present and potential impact of newer communications technologies (see Recommendation II).

Other possible lines of action were examined as promising without finding their way into the Group's set formal recommendations. It is suggested that IBI be mindful of these possibilities and keep them under active consideration as paths to be taken when and if appropriate: a review and directory of other organisations in the communications-education field, their data-collection activities, and their availability as sources of information; IBI receptivity to requests from Ministers of Communications, of Education, and from other parties engaged in planning and analysis to assist in such activities through consultation by IBI; IBI preparation of a synthesis of practical guidelines and/or a generalised "hypothetical" model for effective education-communications policy planning.

The implications of communications satellite technology received attention. The technology's ability to deliver software across national boundaries suggests a range of interesting areas for research, including that of educational software dissemination by more conventional means. It was decided, however, to recommend to the IBI that specific attention be paid to the fundamental policy issues likely to shape education's near- and long-term access to communications satellites, both existing and future. The fact that at the 1977 and 1979 WARCs the ITU will engage in decision-making regarding direct broadcast satellites makes attention to education's concerns a most pressing matter (see Recommendation III).

This timeliness was, in part, responsible for the suggestion that a near-future issue of InterMedia give primary editorial attention to the education-communications interface. The thought was expressed that such an issue might become an annual feature of InterMedia.

Special Working Group B believes that these matters are of sufficient and continuing importance to the IBI and suggests that attention be given to communications and education at the next Annual Meeting. It is not suggested that this be made the theme of the meeting, since this would neither be appropriate to the full range of IBI interests nor can IBI presume to take upon itself a solo rôle in this field in which there are many other long-active participants. Hence it was suggested that a working group address itself to an issue of educational communication within the competency of IBI and that an information session such as this year's on broadcasting in F.R. Germany would be appropriate (see Recommendation IV).

Finally to assist in the planning of appropriate activities at the next Annual Meeting and to support the other activities herein urged, we offer our final recommendation that a small standing committee of IBI be established (see recommendation V).

In our final session, we were reminded that education has long been known for its resistance to change. Yet now the need for new educational modes, more accessable and more adaptive to the needs of people young and old is greater than ever before. It appears that communications technology - wisely introduced - might facilitate beneficial change. At the same time, traditional rôles for communication are being modified by the need to address a broader range of social and cultural needs.

We stand now at the confluence of these important forces. IBI and its Members have both the opportunity and the responsibility to participate.

3. Recommendations

RECOMMENDATION I

Improvement in the production of communication materials and their discriminative consumption, as well as development of communication skills and abilities, through better education and training, should be fostered by IBI.

It is recognised that in education and training three categories may be distinguished:

(1) academic degree courses in communications

(2) professional training aimed at specific occupations (e.g. broadcasting, journalism)

(3) training of practitioners in education and extension work who are also involved in face-to-face communication.

To improve the training of these categories of communicators, and to promote the profession of educational communicators, it is recommended that IBI:

(a) strive to obtain that at all these levels greater emphasis be given to the social, cultural, and educational implications of communications;

(b) that it consult other relevant agencies (such as UNESCO, the EBU, broadcasting organisations, associations of academic institutions, polytechnics, etc.) with a view to defining its own specific rôle and co-ordinating its initiatives with those of others;

(c) to have papers prepared which may form the basic materials for seminars and may be the basis for a relevant publication;

(d) organise seminars in various regions or along the lines of individual categories which may appraise the current position, identify the agencies presently engaged and the activity appropriate to IBI, and recommend fruitful approaches.

With respect to the education of recipients of communication messages, it is recommended that IBI:

(e) assist institutions and associations at all levels of education to develop greater knowledge and competence in communication skills, and heightened critical awareness of their products; particularly in relation to the mass media and their position in society;

(f) as a first step sponsor a survey of the present situation which should cover outstanding experiences, present positions and intentions in both developed and developing countries, appraise their effectiveness where possible, and draw attention to initiatives and perspectives of particular interest. The implications for pre- and in-service training of teachers should be included;

(g) consider further action in the light of this survey.

RECOMMENDATION II

To examine the relationship between the planning of communications and education, IBI should commission a paper primarily for its membership describing the various and changing contexts of both and analyse the functions and contributions which education and communications may make to each other, with the aim of increasing understanding of the interface problems now experienced. In commissioning this paper regard should be given both to relevant actions recommended by other conference groups and to the activities of such bodies as UNESCO, IIEP and UNDP.

RECOMMENDATION III

With respect to the application of communications technology to educational problems, it is recommended that it would be proper for IBI to concern itself with the educational possibilities of satellites. In this context it should prepare, as a first step, for the information of Members a paper based on available documents about the problems of access to and use for educational purposes of present and future communication satellites.

RECOMMENDATION IV

It is recommended that the forthcoming Annual Meeting of IBI give consideration to educational communication within the specific competences and limitations of IBI. Assuming that the meeting will take place in Japan, it is recommended that the host country be encouraged to present in a special session information on experiences and perspectives in the application of educational technology.

RECOMMENDATION V

In view of the complexity and delicacy of all the above recommendations, it is recommended that a small standing advisory group from IBI Members be set up to advise the organisation with regard to their implementation.

INFORMAL SESSION II. Communication and Law

Chairman: Clark Hamilton

Rapporteur: Sadhana Ghose

Introduction

Legal aspects of communications have always been of concern to the IBI and its Members. One of the first major efforts in this field was the four-country study on principles for satellite broadcasting published by Oxford University Press in 1973. This was followed by the 1974 Conference at Bellagio whose results were favourably received by the UN Working Group on Direct Broadcast Satellites.

The need for a new and comprehensive approach in the legal field has led to a series of activities some of which are particularly concerned with intellectual property rights: a major analytical study has been undertaken in co-operation with the Copyright Office, Library of Congress and a conference on the implications of new technology in this area is planned for the summer of 1976. Legal aspects are also prominent in the current work on the right to communicate.

In view of these activities and of the recommendation of the Board of Trustees to give the legal aspects a more central position in the IBI Action Programme, it was felt appropriate to arrange an informal discussion at the Cologne meeting.

Report

The Chairman introduced the discussion by placing before the participants an overview of the wide spectrum of existing national and international legislation in the communication field. This summary partly followed the outline suggested in the paper prepared by Mr Ploman for Working Committee IV which is quoted in relevant parts on page 20.

Present legislation concerning communications thus includes a number of areas which are rarely dealt with in a comprehensive manner: telecommunications law, space law, cultural law, intellectual property law and information law properly speaking. Further areas might have to be added to make the picture complete.

In the discussion concrete examples were given of the incoherence and confusion in the field of Communication Law born out of observation of both national and international situations.

Consequently, participants felt there was an urgent need for information and education so as to promote an understanding of communications law in total, especially in the light of the rapid technological development. The lack of such understanding, it was feared, may endanger and impede the effective use of communications technology in the context of global interdependence and mutual understanding.

Further empirical evidence provided by the participants concerned the area of possible confrontation between the "developed" and the "developing" nations with regard to the transfer of intellectual property.

As an example was given the case of the Berne Convention and the Universal Copyright Convention in terms of the work undertaken to establish additional protocols with specific exemptions for developing countries so as to provide some further facility

for the flow of intellectual material from developed to developing countries. It was pointed out that developing countries were innately suspicious of any attempt by developed nations to add or change existing protocols. These efforts should therefore also be seen in the light of the probable increase in international communications facilitated by technical developments. Despite the best efforts of the developing nations to encourage the development of their own intellectual products these nations will continue to depend on developed countries for certain intellectual commodities (e.g. scientific, technical, etc.) for some time to come; this transfer can be expected to continue as a trade under existing copyright law.

A further issue concerned the dangers of the legal framework lagging behind technological advance. The case of the US copyright legislation was provided as one example showing how far the legal concepts lagged behind technical reality and how haphazard attempts to patch up the old laws to meet modern conditions risked making the whole system unworkable and questionable.

As a further example the group discussed the relationship between modern concepts as used in space law evolved within the UN and traditional telecommunications law as laid down in the ITU Radio Regulations. Again, the conclusion was that existing legal principles had grown up in a fragmented and unco-ordinated fashion and that it was now necessary to review communications law in a total perspective. Only those directly working within the ITU context would know the ITU Regulations while in turn they would know little or nothing of intellectual property rights or other general information legislation. This lack of an overall view restricted the horizon of a wide range of specialists concerned with the information industries, whether private or governmental, national or international. There thus appeared to be a need to correlate and co-ordinate information on existing and evolving communications law and a clearer awareness of its importance in international co-operation and negotiation, particularly with regard to new technologies such as space communication, computer networks, video cassettes, etc..

Of other issues discussed may also be mentioned the need, particularly felt in smaller developing nations which experience difficulties in providing the experts required in all the relevant areas, to have access to and be informed of the issues in a comprehensible way. Here, it was pointed out that the IBI could as previously in the case of frequency allocations provide a useful function.

Recommendations

There was a unanimously felt need for collection and study of existing and developing communications law within a comprehensive framework and with special attention to explanation of policy issues for non-experts; in view of the problems mentioned above there was equally a need for correlation between law and new technology. Activities in this direction should avoid duplication of efforts undertaken by other institutions and be based on co-operation and co-ordination.

These activities should provide for an in-depth examination and identification of the philosophy informing communications law and its applicability with a view to matching the development of legal and regulatory aspects to technological advance in electronic communications.

It was also proposed to establish a committee with the task of analysing

- areas of law in both developed and developing nations where legislation has failed to keep abreast of technological innovations

- proposing solutions which will assist in bridging this ever widening gap.

INFORMAL SESSION III. Television Archives

Chairman: Joseph Goldsen

Rapporteur: Anne Saldich

Introduction

On various occasions, the IBI has been seized with issues related to the establishment and use of television and other audio-visual archives. Contacts have been maintained with other organisations active in this field (e.g. the International Film and Television Council, Council of Europe, etc.).
In view of the growing concerns over present problems in this area, this matter was discussed by an informal session at the Cologne meeting.

Report

The group unanimously agreed that the establishment of television archives to which the public should have access, is vital on a national basis and desirable on an international one.

However, there are enormous complexities involved in determining what archives already exist, what they contain, who has access, whether their collections are catalogued and/or indexed, and to what extent copyright constrains use. After the activities in France, the U.K. and the United States were discussed, it was clearly established that there is no systematised approach. Collections have grown up in the most random way. With respect to content, continuity is lacking. Public access ranges from none at all to the beginnings of television archives designed specifically for public use.

Recommendations

1. The IBI should ascertain who is now studying the state of the art with respect to archives: e.g. Ford Foundation, UNESCO, IFTC.

2. Where are the archives? What are their contents? What kind of access and use are allowed? What regulations govern the collection of material? (N.B.: In 1975 a Friedrich Ebert-Stiftung study was published which may be a lead-in to the above subject.)

3. The IBI should consider a monograph on the above subjects and InterMedia should consider devoting an issue to it, asking Members to write brief articles about the situation in their countries.

4. The IBI should consider sponsoring a research project whose purpose would be to build a model which would set forth the criteria for establishing archives on the national level.

5. A further development would be a study of the problems connected with the preservation - and the ease with which they may be used - of collections (e.g. general and technological questions of storage and information retrieval; problems of compatibility of systems, indexing, etc.).

IBI ACTION PROGRAMME 1975 to 1977

1. This Action Programme, which was originally laid down at the Annual Conference in Nicosia in 1973 and pursued at the Mexico Conference in 1974, covers a period of three years.

   The work of the Institute's Annual Conference and other meetings, research, publications and other activities are all integrated in the Action Programme.

   The research projects are international and interdisciplinary and are all action-orientated. So, too, are the meetings. Publications policy is designed to achieve the maximum diffusion of findings and discussion with a view to informing and directing action and policy formation. Continuing contacts are maintained with other concerned institutions for co-operation and co-ordination of activities.

   This statement of the three-year Action Programme is presented in relation to the main areas of IBI concern and activity, and supplemented by a synoptic table of the categories of action undertaken and planned.

   The Action Programme is a three-year "rolling plan". Many of the projects require more than a year to complete and will be seen as continuing work which will come under review at successive Annual Meetings.

   The work of Members and Officers of the Institute has generated an expansion of projects and fields of activity. The capacity of IBI to carry out its Action Programme depends on available finance, both for core support and specific projects.

2. The main inter-related areas of current concern and planned activity of the IBI are as follows:

   (a) Communications Flow: the conditions, volume, content and directions of movements of traffic in broadcast news materials and programmes and the technical, social and economic issues involved. Historical and analytical studies of transfer of structure, financial resources, technology, manpower and training;

   (b) Communications Policy and Planning: the formation of domestic and international communications policy within a global context; communications policy research; the relations between policy formation and regulation; communications policy applied to major international issues (food crisis, environment, population, etc.);

   (d) Communication Structures: case studies on present and evolving national communication and in particular broadcasting structures in relation to technological, social, legal, cultural factors; current public inquiries into the communications field;

   (d) Development Support Communication: the rôle of communications in development planning and implementation paying attention to human, social and economic factors;

   (e) Communications Technology and New Communication Systems: the relationship between changing technologies and communication patterns in different

countries and at the international level; the social, cultural and political implications of technological innovation in the communications field;

(f) Cultural Aspects: the cultural content of communications; the relationship of communication policy to cultural policy and the issue of cultural identity and international exchange;

(g) Communications and Law: communications law in its various manifestations (telecommunications, space, cultural, information and intellectual property law); relationship to social, economic, cultural policies and factors; new, emerging directions and concepts;

(h) Educational Aspects: relationship of communications policy to educational policy; education in and for communications; attention to education and training in areas mentioned above.

3. The activities that have been carried out between the 1974 and 1975 Annual Conferences are shown in the report of the Executive Director (see page 51). In particular, attention is drawn to the following activities:

Communication Structures: Work has been completed, or is in the course of completion, on the first five of the IBI comparative research studies on Broadcasting Structures and Regulatory Frames, launched at the Mexico Conference (Canada, Colombia, Lebanon, Malaysia and Mexico).

The Institute accepted a commission from the UK's Annan Committee on the Future of Broadcasting in the UK, for briefing studies on the broadcasting systems in six European countries and of Canada, and on the current status of cable television. These were completed by August 1975.

Communications Flow: Following the outline preparation in Autumn 1974 of the major project on the world flow of news materials and programmes for broadcasting and on the international transfer of technology, structures and training in broadcasting, a meeting in February, 1974, organised by the IBI with the Massachusetts Institute of Technology, formulated the basis of the project and the new methodology to be adopted and also planned its first stage. Finance for the major part of this project is being sought.

New Communications Technology and Systems: In co-operation with CBC and the Canadian Department of Communications, a seminar was held in Ottawa, in May. Development in satellite and cable systems and other new technology was related to implications in policy, planning, socio-psychological and other areas.

Publications: In the first four issues in 1975 of InterMedia leading contributions appeared, respectively, on Frequency Allocation, The Rôle of the Media in the Food Crisis, Computer Technology and Communications, and Communication Satellites. Reports and working papers were published of the 1974 Regional Seminars at Ibadan, Nigeria (July), and Georgetown, Guyana (December) and of the 1974 IBI Annual Conference.

4. Between the 1975 Annual Conference and the end of 1975, the following activities are planned:

Communications Policy and Planning: In 1974 a meeting in the UK initiated a series, organised by the IBI in collaboration with telecommunication authorities on the subject of communications policy research and the formation of national communications policies. The second meeting on a larger scale will take place in Paris, in conjunction with the Haut Conseil d l'Audio-Visuel, the Délégation Générale à l'Information, and the Ecole Supérieure de Télé-communications.

Communication Structures: The IBI case studies on the broadcasting systems of Colombia, Lebanon, Malaysia, Mexico and Canada will be completed. Further case studies will be added to this series as material collected by the Institute is revised, re-arranged and enlarged in monograph form.

The research project on "The Rôle of Broadcasting in National Development", financed by the Ford Foundation and carried out by Professor Wedell, Professor Katz, Michael Pilsworth and Dov Shinar, will be completed during the Autumn. Studies on a number of developing countries will be published by the IBI as a sub-series within the case studies series.

The publication of this series, which as a whole will finally comprise at least twenty monographs, will start as soon as an overall format has been decided and the necessary final checking and editing has been done.

Annual Conference 1975: In addition to the present Report, mainly intended for Members of the Institute, there will be a summary in the October issue of InterMedia, and finally a publication containing selected working documents.

The final 1975 issue of InterMedia will appear in December, to include a series of articles on communications research.

Preparations will start for activities in 1976, with regard to planned meetings, research projects, and publications.

5. The proposed draft 1976 Action Programme is set out below on the basis of already adopted projects, proposals made by the Board of Trustees and recommendations made by the Annual Conference in Cologne.

For continuing projects and for new proposals, the detailed plans will be worked out by the Research Panel, the Planning Group, the Executive Committee and the London Office. Some of the projects are expected to be undertaken within the framework of IBI general finance, others will depend on special funding.

Communications Flow
According to available funding, work will start on the first phase of this major project. This will include preparation of the first folio on the "Atlas of Flow" and possibly a regional project.

Communications Policy and Planning
Following the meetings in the UK and France, which have been organised in co-operation with MIT and national telecommunications and other agencies, a further meeting on telecommunications policy research is planned in a country to be decided.

A media seminar on communications and the environment is planned for early 1976, to be followed by a further seminar later in the year, possibly in the Arab region. These will be organised in co-operation with UNEP.

At the Cologne Conference, a number of recommendations from different Working Committees concerned reviews and monitoring of policy research experience, and studies of public inquiries into broadcasting and other communications media. These proposals will be studied by the Research Panel for the formulation of a project which might be started in 1976.

Another Cologne proposal to be considered for inclusion under this general heading concerns the specific relations between communications and education.

In relation to future international frequency allocation conferences, information for government officials and other concerned groups will be provided, through InterMedia and possibly through special publications.

A proposed study on the range of technical advice about communications installations and equipment, which is given to developing countries, will be considered in co-operation with such concerned organisations as the UNDP.

Communication Structures

Following the completion of the first case studies on broadcasting structures and regulatory frames, leading to their publication in an IBI monograph series, a second set of five studies will be undertaken. Among these, Australia, Japan and the United Arab Emirates have already been proposed.

As recommended at the Cologne Conference, plans will be drawn up for the future up-dating of the case studies.

Development Support Communication

A number of proposals had been made at the Ibadan and Georgetown seminars, which were followed at the Cologne Meeting by further proposals for IBI action on communications support for the development process.

Among these, the proposal for case studies of development support projects will be considered in relation to the planned regional seminar on rural communications: and the recommendation for a seminar for development planners will be examined for action in consultation with the appropriate international and national institutions.

Other proposals will form part of the activities undertaken under the other main headings of the Action Programme.

A number of specific proposals will be considered for action by the Research Panel, such as the relationship between inter-personal and mass media and development support, and various aspects related to access and participation and to "information overload" with regard to development support.

Communications Technology

Technology developments in different areas will form part of the themes for discussion at the 1976 Annual Conference. Issues related to the uses of new technology are integrated into a number of projects: for example, the implications of technical innovation on copyright and associated legislation, the proposed study on the SITE project in India; and information on frequency allocation. Technological subjects are also an important part of the continuing reporting in InterMedia.

Cultural Aspects

Following the discussions at the Cologne Meeting, further discussion will take place to define areas calling for action by the IBI.

Several Working Committees at Cologne proposed activities concerning national policies and the use of media and other forms of expression to serve the integrity of cultures. These proposals will be considered in relation to such areas of IBI interest as "The Right to Communicate" and the international flow of broadcast materials.

Communications and Law

The legal aspects of communications have, according to the decisions by the Cologne Meeting, been given a more prominent position in the IBI Action Programme.

During 1976, work will be directed to the completion of an analysis of the history and concepts underlying intellectual property rights, undertaken in co-operation with the Copyright Office, Library of Congress. It is hoped that this study can be published in due time before the seminar on "New Technologies and Intellectual Property Rights" to be held at Bellagio in the Summer of 1976. The results will be presented to the 1976 Annual Conference for further consideration.

"The Right to Communicate"

Continued work on "The Right to Communicate" will be carried out in co-operation with regional and international institutions (AMIC, Singapore; the East-West Center, Honolulu; UNESCO, etc.). As part of the work in this area, special attention will be paid to a study of communication needs of the individual and of communities and to the application of the various forms of "The Right to Communicate" in countries where they have a long history of acceptance.

Educational Aspects

Following the recommendations of the Cologne Meeting, educational aspects such as training, will be integrated into all related research projects (e.g. the Communications Flow Project). In general, the emphasis will be on education in and for communication. On the application of communications technology to educational problems, special attention will be paid to the educational possibilities of satellites. One issue of InterMedia in 1976 will be mainly devoted to selected educational issues.

These subject headings cover only the main aspects of the IBI activities. For a more complete picture, see the attached synoptic table which sets out the Action Programme under the different activity headings.

6. The 1977 programme can be mentioned only in general outline.

Activities which will be carried over from the previous year include the publication of further case studies in the series on Broadcasting Structures and Regulatory Frames; completion of further research projects in the series; continuation of work on the projects on "Communications Flow", "The Right to Communicate", and others.

The possibility of holding the 1977 Annual Meeting in Africa is under consideration. The series of regional meetings on subjects of concern to each region will be continued.

A number of projects arising from the proposals made at the Cologne Meeting will be the subject of decisions to be made by the Research Panel, Planning Group and Executive Committee. Further proposals based on developments in the communications field will be integrated in the outline plan to be presented at the 1976 Annual Conference, which will propose specific activities to be undertaken in 1977 in the main fields of concern to IBI and its Members.

Summary Table of IBI Action Programme 1975 - 1977

1975

A. Meetings

Annual Meeting	Cologne 2-5 September	The Global Context of the Formation of Domestic Communication Policies
Other Meetings		
IBI/MIT/French PTT	Paris February	Exploratory meeting: communications policy
IBI/MIT	Boston, Mass. February	Communications Flow: preparation of research project on the "Atlas of Flow"
IBI/CBC/DoC	Ottawa May	Seminar on The Rôle of New Communications Systems
IBI/St. Antony's College	Oxford May	M. Henri Pigeat: Lecture and discussion on reorganisation of broadcasting in France
IBI/French Haut Conseil and PTT	Paris September	Preparatory meeting
IBI/UNEP	UK November	Advisory and preparatory meeting on "Communications and Environmental Issues"
IBI/French Haut Conseil and PTT	Paris December	"Journées d'Etudes" on "Communication et Société"

B. Research Projects

Comparative Study on Television News	Prof. Halloran, Leicester University	Completion of project
The Rôle of Broadcasting in National Development	Prof. Elihu Katz Prof. George Wedell	Completion of project
Broadcasting Structures and Regulatory Frames:		
- Canada	Eugene Hallman	Completion of project
- Colombia	Elizabeth Fox de Cardona	Completion of project
- Lebanon	Nabil Dajani	Completion of project

- Malaysia	Ronnie Adhikariya	Completion of project
- Mexico	Raul Lomelí	Completion of project
Broadcasting systems (Austria, Germany F.R., France, Italy, Netherlands, Sweden, Canada), cable situation, relationships between management and creative staff	IBI in co-operation with broadcasting organisations, Anthony Smith and others	Studies commissioned by the Annan Committee. Major part completed in August.
Communications and Law: Intellectual property rights	IBI/Copyright Office, Library of Congress	Continued work for completion in 1976
Glossary of Communication Terms	IBI/FES	Preliminary work
"The Right to Communicate"	IBI Office in co-operation with concerned Trustees and Members	Preliminary study, commissioned by UNESCO

C. Publications

InterMedia	IBI Office	Six issues
Reports of meetings:		
Ibadan	IBI Office	Completed
Georgetown	IBI Office	Completed
Cologne	IBI Office	Completed
Ottawa seminar	IBI/CBC	Preparation for publication
Communications Handbook	IBI Office	Preparatory work, negotiations with commercial publisher
Cable television	IBI Office	Preparatory work for publication in co-operation with other organisations
Monograph series: Case Studies of Broadcasting Structures		Preparation of first monographs in three-year series

D. Consultancy and Co-operation	Trustees and Members; IBI Office	
International:		
UNDP		Contributions to publications, meetings, preparation for regional seminar
UNEP		Preparation for seminars on Communications and Environment
ITU		Contribution to publications, etc.
EBU		Participation in work of Legal Committee, etc.
ABU		Participation in Tehran News Workshop
ASBU		Participation in ASBU General Assembly
AMIC		Participation in AMIC General Assembly, mutual contributions to documentation, publications, etc.
National		
Ministry of Information, India	Executive Director	Seminars, conferences, lectures on invitation
NIRT, Iran	Executive Director	Participation in seminar on broadcasting in rapidly developing countries
Universities, research institutions, broadcasters, communication centres, etc., in a great number of countries	IBI Office	Regular contacts for participation in seminars, articles, exchange of information and documentation, etc.
E. Information and Documentation		
Build up of library and documentation centre	IBI Office	Establishment of classification with assistance of specialist librarian
Requests for information, documentation, consultation	IBI Office	Increase in demands from various sources

F. IBI Organisation

Executive Committee	London, July Cologne, September New York, December	
Planning Group	London, November	
Research Panel	London, November	

Membership Questions

Publication of membership list	IBI Office	January 1975
Publication of IBI brochure	IBI Office	February 1975
Finance and Funding	Chairman, Executive Committee and Treasurer with IBI Office	Continuing work over the year

Summary Table of IBI Action Programme 1975 - 1977

1976

A. Meetings

IBI Annual Meeting	Japan September	Major themes to be settled in co-operation with Japanese Members
IBI/UNEP	UK February	Media seminar on "Communications and the Urban Environment"
IBI/UNDP/FES	Mexico or Peru Summer	Regional seminar on rural communications
IBI	Bellagio 5-9 July	Seminar on implications of new technology on intellectual property rights
IBI/Arab organisation	Arab region Autumn	Regional seminar, probably on communications and environment
IBI/National PTT	place and date to be decided	Seminar on communications policy and research
IBI/Aspen Institute	place and date to be decided	Proposed subject: "The Right to Know"

B. Research Projects

Development Support Communication	IBI in co-operation	Proposals made at Cologne to be discussed by Research Panel for possible action in 1976/77; related to regional seminar on rural communications
Communications Policy and Planning	IBI in co-operation	Proposals on review and monitoring of policy research experience, studies of public inquiries, etc., to be discussed by Research Panel; plan for start of one project in 1976
Communication Structures		
Broadcasting Structures and Regulatory Frames	IBI project	Continuation of series: Australia, Japan, UAE proposed; two further studies to be added

Communications Flow	IBI in co-operation	Subject to finance
Atlas of Flow	Prof. Peter Gould	Start of first year of two-year pilot study and preparation of first Folio
Historical and analytical studies of transfers	IBI in co-operation	Priority choice among operational studies to be started in parallel with Atlas
Examination and analysis of international programme exchanges and sales	IBI in co-operation	Priority choice among operational studies
Communications and culture	IBI in co-operation	Preparation of project for start late 1976 or 1977
Communications and Law		
Analysis of intellectual property rights	IBI/Copyright Office, Library of Congress	Completion of project started in 1975
New technology and intellectual property rights	to be decided	Possible project resulting from Bellagio meeting
"The Right to Communicate"	IBI in co-operation with East-West Center and other interested organisations	Continuation of work

C. Publications

InterMedia	IBI Office	Six issues
Reports of meetings:		
Regional meetings	IBI Office	As soon as possible after meeting
Annual Meeting	IBI Office	As soon as possible after meeting
Cable television and video communications	IBI Office	Depending on outcome of negotiations with Council of Europe and others in 1975
Monograph series: Case studies of Broadcasting Structures	IBI Office	Publication of finished case studies, possibly 8 - 10 in 1976
Glossary of communication terms	IBI/FES	Publication planned in late 1976

Communications Handbook	IBI	Preparation for publication according to negotiations with commercial publisher
Principles for Satellite Broadcasting	IBI/FES	Preparation and publication
Study on SITE project, India	IBI/Indian collaboration	Dependent on negotiation with Indian authorities and author
D. Consultancy and Co-operation	Trustees and Members; IBI Office	Continued co-operation with international institutions, in particular UNEP, UNDP, UNCTAD, UNESCO. Extension of co-operation with regional and national institutions
E. Information and Documentation	IBI Office	Consolidation of library and documentation centre; Extension of information services
F. IBI Organisation		
Executive Committee	London, June Japan, September New York, December	
Research Panel	London, Spring London, November	
Planning Group	London, Spring London, November	
Membership Questions		
Publication of membership list	IBI Office	January 1976
Finance and Funding	Chairman, Executive Committee and Treasurer with IBI Office	Continuing work

Summary Table of IBI Action Programme 1975 - 1977

1977

A. Meetings		
IBI Annual Meeting	Possible African location, September	Themes to be decided at 1976 Annual Meeting
Regional meetings	dates and location to be decided	Continuation of series
IBI/National PTT	to be decided	Continuation of Communication Policy Research Series
IBI/UNEP	to be decided	Possible continuation of regional media seminars on communications and environment
IBI/?	to be decided	Plans for meeting in connection with research project on Communications Flow
IBI	to be decided	Possible subject matter related to technological development
B. Research Projects		
Communications Flow	IBI	Project to be continued subject to finance
Communication Structures		
Broadcasting Structures and Regulatory Frames	IBI	The Action Programme for 1975/76 contains ten IBI commissioned studies; decision required whether series should be continued
Communications Policy and Planning	IBI in co-operation	Continued projects following decisions by Research Panel, etc., in Autumn of 1975
Development Support Communication	IBI/UNDP and other concerned institutions	Continuation of activities; possible new projects arising from regional meeting in 1976
"The Right to Communicate"	IBI Office in co-operation with concerned Trustees and Members	Completion of first phase of project

Communications and Law	IBI in co-operation	Continuation in this field, including:
Intellectual property rights		
Communications and culture	IBI in co-operation	Following on results of activities in 1976
C. Publications		
InterMedia	IBI Office	At least six issues
Reports of meetings:		
Regional meetings	IBI Office	As soon as possible after meeting
Annual Meeting	IBI Office	As soon as possible after meeting
Monograph series: Case studies of Broadcasting Structures	IBI Office	Continuation/completion (possible total 20 publications)
Communications Handbook	IBI Office	To be undertaken by IBI if no commercial publisher available
Communications Flow Project	IBI	Publication of research completed to date
Communications and Law	IBI/?	Proposals for publications anticipated
D. Consultancy and Co-operation	Trustees and Members; IBI Office	Continued activities
E. Information and Documentation	IBI Office	Continued activities
F. IBI Organisation		
Executive Committee	to be decided	Three meetings foreseen, one in connection with Annual Meeting
Research Panel	to be decided	Two meetings foreseen
Planning Group	to be decided	One/two meetings foreseen

Membership Questions		
Publication of membership list	IBI Office	January 1977
Finance and Funding	Chairman, Executive Committee and Treasurer with IBI Office	Continuing work

REPORT BY THE EXECUTIVE DIRECTOR

I. INTRODUCTION

This report covers the period from the conclusion of the General Meeting in Mexico City in September 1974 to the end of August 1975.

During this period, the main activities of the Institute have been directed towards the implementation of the Action Programme adopted at the Mexico Meeting and carried forward through the work of the Research Panel, the Planning Group and the Executive Committee.

The main financial support for the activities of the Institute has been through the grants provided by the Ford Foundation and the Rockefeller Brothers Fund, while further support has come through grants from the Hoso Bunka Foundation towards the IBI case studies on broadcasting structures, and from the WACC towards the communications flow project.

Continued efforts have also been made to widen the support basis for the activities of the Institute through co-operation with other organisations. Generous support has been received from the Friedrich Naumann-Stiftung (Georgetown Seminar for the Caribbean area); the Department of Communications, Canada, and the Canadian Broadcasting Corporation (Symposium on the future uses of new communications systems); and the Massachusetts Institute of Technology (Communications Flow Project).

Being aware of the need for additional financial support to maintain the present level of activities and to proceed with new projects and proposals adopted at the Mexico Meeting, a special campaign has been launched by the Chairman of the Executive Committee and the Treasurer with the assistance of Trustees to increase the number of Institutional Supporting Members so as to ensure more substantial, regular revenue from membership subscriptions.

With this objective in mind, Tom Hardiman, the Treasurer of the Institute, visited New York, Washington, D.C., and Philadelphia, calling on several foundations and other institutions to enlist their support for the Institute. Further visits and discussions will take place in the coming months.

II. IBI ACTIVITIES, SEPTEMBER 1974 - AUGUST 1975

1. Conferences, Meetings, Seminars

(a) Seminar on Communication and Information for Development in the Caribbean Area

This seminar followed the pattern of the seminar organised in June 1974 in Ibadan, Nigeria, within the overall framework of a series of regional seminars primarily concerned with Communications and Development.

In keeping with IBI policy, the seminar was conducted on an interdisciplinary basis and brought together policy makers and communication practitioners, researchers, academics and others with the purpose of investigating communication structures and communication policies and their relation to development in the Caribbean area.

A summary of the discussions appeared in InterMedia at the beginning of the year and was followed by a publication of the full report which was made available to national institutions and regional and international organisations.

Several governments in the region have requested copies of the report while its content has become course material for communication studies at the University of the West Indies.

Also, the Government of Guyana has concluded an agreement with UNDP for the planning of an institutionalised framework for development support communication.

The seminar recommended that activities in this area should be incorporated in the IBI's Action Programme.

(b) Meeting on Telecommunications Policy Research

The IBI, the Massachusetts Institute of Technology and the Ecole Supérieure des Télécommunications jointly organised a meeting in Paris as part of a continuing dialogue following on the meeting held in London by the British Post Office and IBI in 1974. It was decided to hold a major conference in Paris at the end of the year (see item (i)).

(c) Seminar on Communications Flow

The result of the preparatory meeting at Endicott House, Boston, organised by the IBI in association with the Massachusetts Institute of Technology has already been reported to Members in InterMedia.

The meeting, which was under the joint chairmanship of Professor Asa Briggs and Professor Ithiel de Sola Pool, brought together scientists from various disciplines; it established a methodological approach based on recent advances in a number of sciences, particularly geography, and on a general design for the major research project on Communications Flow.

A research proposal has been drafted on the basis of the findings of the seminar and the IBI is currently seeking major funding for the project.

(d) Seminar at Oxford

A one-day seminar on the new French broadcasting system was organised at Oxford by Anthony Smith with M. Henri Pigeat as guest speaker and invited participants including IBI Members.

(e) Symposium on Future Role of New Communication Technologies

The IBI, in co-operation with the Canadian Broadcasting Corporation and the Department of Communications, Canada, conducted this symposium for selected invitees representing a variety of disciplines from Australia, North America, Europe and Japan.

A brief report on the meeting appeared in InterMedia; a full report is being considered for publication.

(f) General Meeting, Cologne

A major effort has been devoted to the organisation of the General Meeting in Cologne. Preparatory meetings have taken place both in Cologne and London.

(g) Regional Seminar, Latin America

Planning has commenced for the seminar on the development of rural communications in Latin American countries. Tentative dates are under consideration, though the location has still to be decided. The seminar, which will be organised in association with the UNDP, will most probably take place in mid-1976.

(h) Regional Seminar, Arab Region

After preliminary discussions with the Ministry of Information, Qatar, and the ASBU, it would now appear that the seminar, which was originally planned for November, 1975, will have to be deferred to 1976.

(i) Conference on "Communication et Société"

This seminar, which is being organised in co-operation with the Haut Conseil de l'Audio Visuel, the Délégation Générale à l'Information and the Ecole Supérieure des Télécommunications, Paris, takes place in early December. It will have been preceded by a preparatory meeting in September.

2. IBI Organisational Meetings

During the period under review, the following organisational meetings were held.

(a)	Executive Committee Meetings	New York, December 1974 London, July 1975
(b)	Planning Group Meeting	Cologne, November 1974
(c)	Research Panel	London, November 1974

3. Research and Study Projects

(a) Communications Flow

A proposal has been drafted following the preparatory meeting held in collaboration with the MIT and approaches for funding for the project are being made.

(b) Broadcasting Structures and Regulatory Frames

(i) Case Studies - progress of work:

Colombia - preliminary version completed
Lebanon - preliminary version completed
Canada - preliminary version completed
Mexico - work in progress
Malaysia - completed.

(ii) Case Studies - funding:

Following a visit to Japan by the Chairman of the Research Panel, Professor Asa Briggs, a generous grant has been made by the Hoso Bunka Foundation towards this project.

(c) Evolution of Broadcasting Systems

Work on the assembly of a "dossier" has started in France and Italy. Austria might also be included.

(d) Studies for the Annan Committee

The Committee on the Future of Broadcasting (Annan Committee, UK) commissioned from the IBI a number of studies on the broadcasting systems in various countries; the relationship between management and creative staff; the cable situation in certain countries. For various reasons, most of the work had to be undertaken by the London Office with assistance from Members and outside contacts in Germany, F.R., Holland, Italy, France, Austria, Canada, Sweden and the UK. Advice was given by the Chairman of the Research Panel. The studies were completed by the end of July.

(e) Intellectual Property Rights

Work is proceeding on the background to and implications of intellectual property rights in co-operation with the Copyright Office, Library of Congress. The first part of the planned publication is under preparation. This topic is also the subject of an "Informal Session" at the Annual Meeting in Cologne, and will be the major theme of a symposium in 1976.

(f) Comparative News Study

Professor Halloran has indicated that this study will be ready by the beginning of Autumn this year.

(g) Katz-Wedell Research Project: The Role of Broadcasting in National Development

The term of the project has by mutual agreement been extended to the end of 1975. Discussions are taking place concerning publication.

4. Publications

(a) InterMedia

InterMedia will continue to be published on a bi-monthly basis; certain changes in presentation have been undertaken to bring down costs. The objective is to increase the quality and diversity of content; new sections have been added following recommendations made by the 1974 Annual Meeting.

(b) Reports of Meetings, Seminars, etc..

Following the decision of the Executive Committee, full reports of meetings, seminars, etc., will be issued in simple format as used for the formal report of the Mexico City Meeting.

The following reports have been published and distributed and/or offered for sale in accordance with the decision in each case:

(i)	Ibadan Seminar Report	(available for sale)
(ii)	Georgetown Seminar Report	(available for sale)
(iii)	Annual Meeting Report (1974)	(issued free to Members - out of stock)

The working papers for the Mexico City Meeting will not be issued as a publication, but copies can be made available on request.

The publication of the report on the Ottawa Conference is under consideration.

(c) Cable Television

Material has been assembled for such purposes as a commissioned study for the Council of Europe, studies on the judgments of the European Court in the Telebiella case, etc.. Various proposals for publication have been made and are under discussion.

(d) Communications Handbook

Discussions are proceeding with the Bowker Corporation, New York, concerning a yearly publication covering the major developments in the communications field.

(e) Other Publications

(i) Work is proceeding on the plans for the series of case studies on Broadcasting Structures and Regulatory Frames which might include the IBI commissioned studies, other cases based on material assembled by the London Office and as a special subject, a number of the case studies prepared for the research proposal on broadcasting and national development.

(ii) Following discussions with the Friedrich Ebert-Stiftung, work is proceeding on the Glossary of Communication Terms for subsequent publication.

5. Co-operation with Other Institutions

An increasingly important aspect of the IBI's activities is the rapidly growing co-operation and collaboration between the IBI and other institutions at the national, regional and international level. In most cases such co-operation has been the result of approaches made to the Institute. A wide range of institutions and activities are involved. Some of the more important activities and the institutions with which co-operation takes place are included in the account that follows.

(a) International Organisations

(i) United Nations

Apart from the contacts and co-operation that have taken place with reference to the field of satellite communications and related subjects, UNDP was represented at the Georgetown seminar and discussions have started for collaboration in a regional meeting in Latin America.

(ii) UNESCO

The IBI has accepted a contract from UNESCO on "The Right to Communicate". This assignment was carried out on the basis of work undertaken by Messrs d'Arcy, Harms and Richstad and other interested Trustees and Members and by the London Office.

(iii) UNEP

Following previous discussions between UNEP and the IBI concerning various activities relating to UNEP's communication and information programme, discussions have now taken place concerning the planning of a first joint seminar in the Autumn of 1975, or beginning of 1976.

(iv) Other Organisations

Regular contact is maintained with several other international organisations. Among these are the WIPO, in which the IBI enjoys observer status; the ITU through the Vice-Chairman of the IBI, Abderrazak Berrada, Member of the IFRB; the IFTC through Jean d'Arcy; the IMC through its Vice President, Narayana Menon.

(b) Regional Organisations

(i) Council of Europe

The IBI maintains its association with the work of the Council of Europe related to cultural development, further education and new media. The study on Advanced Experiments on Cable Television commissioned by the Council of Europe from the IBI following the study on uses of new communication technologies was delivered at the end of 1974 and is being published by the Council.

(ii) Regional Broadcasting Unions

Regular and active contact is maintained with all the regional broadcasting organisations by the Executive Director and the London Office, and through Trustees and Members. As examples may be mentioned:

EBU — the Executive Director is invited to participate as a consultant in the meetings of the EBU Legal Committee;

ABU — regular contact is maintained through the Secretary General of the ABU, Sir Charles Moses. The IBI was represented by invitation at a News Workshop organised in Tehran by the ABU early this year;

ASBU — the Executive Director has regularly been invited to participate in the Annual General Assembly of the ASBU. The last Assembly took place in Doha, Qatar;

OTI — contact is maintained through the Secretary General, Guillermo Cañedo;

OIRT — contact is maintained mainly through an exchange of publications which has now become firmly established.

(iii) Others

Regular liaison is maintained with many other regional organisations through personal contact by Trustees, Members, the Executive Director and the London Office. Co-operation also takes place between the IBI and the regional documentation centres, such as EWCI, AMIC, CIESPAL, etc.. The IBI was invited to the recent General Assembly of AMIC and was represented by I.S. Harms in view of "The Right to Communicate" being discussed on this occasion.

(c) National Organisations and Institutions

The IBI maintains regular contacts with a number of national institutions active in or concerned with the mass media in general, including communication institutions, press organisations, governmental information ministries and departments, etc..

Academic institutions throughout the world, particularly universities, form an important link for various activities such as exchange of information and documentation, participation in seminars, requests for specific information and advice, etc.. In addition to the regional documentation centres mentioned earlier, institutions with which co-operation has been established include the American University, Washington, D.C., which includes a seminar at the IBI in its Summer course; the Mass Communication Research Centre, New Delhi; the Mass Communication Center at the University of Accra; the Mass Communication Centre, University of Leicester; the Marga Institute, Colombo, etc..

Among some of the specific activities during the year under review may be mentioned:

(i) Lecture tour by the Executive Director sponsored by the Ministry of Information, India, including seminars in Delhi, Poona, and other centres. Part of the visit was concerned with a review of the SITE experiment.

(ii) Visit to Iran by the Executive Director at the invitation of the National Iranian Radio and Television, to participate in a meeting on the Role of New Communications in Rapidly Developing Societies.

6. Membership

A special effort has been made to increase the membership of the IBI with the assistance of Trustees and Members. This has resulted in an increase of 148 Members, including ten Institutional Supporting Members, since the last Annual Meeting, up to the end of July 1975. More recently, the Treasurer has followed up the campaign initiated by the Chairman of the Executive Committee seeking the assistance of Trustees in enlisting new Institutional Supporting Members. Further steps will be taken during the coming months.

7. Information and Documentation

(a) The IBI is increasingly called upon to provide information, documentation and consultation on various matters. Despite the general pressure of work, the London Office complies with these requests and, where necessary, invites the researchers concerned to utilise the documentation available in the library.

(b) Considerable progress has been made in building up the library and documentation centre. The services of a specialist librarian were obtained on a short term contract to classify and index the material available at the IBI. This work is now being completed.

III. LONDON OFFICE - ORGANISATION AND STAFF

Executive Director:	Edward W. Ploman
Management Consultant:	Joanna Spicer
Executive Assistant:	Gerald H. Jayasuriya
Editor, InterMedia:	John Howkins
Publications Assistant:	Judith Acton
Financial Assistant:	S.K. Roy
Library and Documentation Assistant:	Clare Fehrsen
Secretary to the Executive Director:	Barbro Lembke
Secretary (Conferences):	Constanze Giblett
Secretary to Management Consultant:	Pat O'Connor
Receptionist/Telephonist:	Linda Abbott

The London Office has been strengthened with the addition of new staff. However, because of the increasing activities of the Institute and the consequent pressure of work, the office functions with no margins at all. The volume of work undertaken has been possible only through the loyalty and devotion of the permanent staff who have readily co-operated in giving of their time and work far beyond the call of normal duty.

WORKING COMMITTEES, SPECIAL WORKING GROUPS AND INFORMAL SESSIONS

WORKING COMMITTEE I.	Communication in Support of Development
Chairman:	Ali Shummo
Rapporteurs:	Neville Clarke Judith Acton

Contributions:

Ramanujam Balakrishnan:	"Training for the Use of Communication in Support of Development"
Paul Boyd:	"Building National Development Support Communication Systems"
James Kangwana:	"Communication for Development"
Christopher Nascimento:	"Introduction of Development Support Communication in Guyana"

WORKING COMMITTEE II.	Communications Policy Research and Planning
Chairman:	Ithiel de Sola Pool
Rapporteur:	Holde Lhoest

Contributions:

Elizabeth Fox de Cardona:	"Towards the Development of a Methodology for the Diagnosis of Public Communications Institutions"
Don R. Le Duc:	"The Ending of Broadcast Regulation and the Beginnings of Telecommunication Policy"
Tadao Nomura:	"Recent Trends of Telecommunications Policy in Japan" (written contribution only)
Richmond Postgate:	"The Co-ordination of Educational and Communications Development"
Monroe E. Price:	"Telecommunications Policy Decision-Making"
Majid Tehranian:	"The Future Role of Broadcasting in Iran"

WORKING COMMITTEE III.	Recent Legislation and Current Inquiries in the Mass Media Field
Chair:	Mehra Masani
Rapporteur:	Anthony Smith

Contributions:

Oral presentations by:

Roger Errera	on the situation in France
Hilde Himmelweit	on the situation in the UK
Jan-Otto Modig	on the situation in Sweden

Written contributions available by:

Hans Bausch:	"The Commission for the Development of the Telecommunication System for the Federal Republic of Germany"
Kaarle Nordenstreng:	"Comprehensive Communication Policies - An Example from Finland"
Majid Tehranian:	"The Future Role of Broadcasting in Iran"
Paul Twaroch:	"The Austrian Broadcasting Act of 1974 - Effects of the New Legal Situation on the Austrian Broadcasting Company"

WORKING COMMITTEE IV.	"The Right to Communicate"
Chairman:	Gerald Long
Rapporteur:	Bert Cowlan

Contributions:

L.S. Harms/Jim Richstad:	"Right to Communicate - Human Rights ... Major Communication Issues ... Communication Policies and Planning"
International Broadcast Institute (E. Ploman):	"The Right to Communicate - Present International Legal Framework"
Gunnar R. Naesselund:	"The Right to Communicate"
Jerzy Mikulowski Pomorski	"Right to Communicate: National Legislations or International Policy?" (written contribution only)

SPECIAL WORKING GROUP A.	Cultural Aspects of Communications, in particular Mass Media
Chair:	Anne Saldich
Rapporteur:	GÖran Dahlin

SPECIAL WORKING GROUP B.	Communication and Education
Chairman:	Tomo Martelanc
Rapporteur:	Frank W. Norwood

INFORMAL SESSION I.	Broadcasting in the Federal Republic of Germany
Chairman:	Klaus von Bismarck
Presentation by	Friedrich Wilhelm Freiherr von Sell

INFORMAL SESSION II.	Communications and Law
Chairman:	L. Clark Hamilton
Rapporteur:	Sadhana Ghose

INFORMAL SESSION III.	Television Archives
Chairman:	Joseph Goldsen
Rapporteur:	Anne Saldich

Written contribution available by:

Anne Saldich:	"Television News as History: The Problem of Access. CBS v. Vanderbilt University's Television News Archive"

INFORMAL SESSION IV.

Presentation by Krishan Sondhi on the SITE Project in India.

CONFERENCE PROGRAMME

Saturday, 30th August		Arrival of Trustees
	19.00	Reception at Esso Hotel, hosted by WDR
Sunday, 31st August		Arrival of Participants
	09.30-12.30	Trustees' Meeting
	12.30-14.00	Luncheon for Trustees, hosted by WDR
	14.00-18.00	Trustees' Meeting
	20.00	Reception at Roman-German Museum, hosted by WDR
Monday, 1st September	10.00-10.45	Formal Opening Session (Address by Mr Egon Bahr, Minister for Economic Co-operation)
	11.15-12.30	Plenary Session
	12.30-14.00	Lunch Break
	14.00-17.00	Working Committees and Groups
	18.30	Departure of buses for Leverkusen
	19.30-23.00	Open Panel Session at Leverkusen Forum
Tuesday, 2nd September	09.00-09.30	Steering Committee
	09.30-13.00	Working Committees and Groups
	13.00-15.00	Lunch Break
	14.15	Research Panel
	15.00-18.00	Working Committees and Groups
	18.30-20.00	Informal Sessions
Wednesday, 3rd September	09.00-09.30	Steering Committee
	09.30-13.00	Working Committees and Groups
	13.00-15.00	Preparation of Working Committees' Summary Reports
	14.15	Research Panel
	16.00	Planning Group
	15.00-17.30	Informal Sessions Continued preparation of reports
	20.00	Official Dinner, hosted by WDR

Thursday, 4th September	09.00-09.30	Steering Committee
	09.30-10.30	Plenary Session - Formal Business
	10.30-13.00	Plenary Session - Reports by Working Committees and Informal Sessions; 1976 Action Programme
	13.00-15.00	Lunch Break and Trustees' Luncheon
	15.00-17.00	Plenary Session - continued
	18.00-19.00	Executive Committee Meeting
		End of Conference
Friday, 5th September	10.30	Press Conference at WDR

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